GOVERNMENT OF INDIA
AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH)
LOK SABHA

UNSTARRED QUESTION NO:1003
ANSWERED ON:21.07.2017
Demand of AYUSH Products in Foreign Countries
Vasava Shri Parbhubhai Nagarbhai

Will the Minister of AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH) be pleased to state:

Will the Minister of AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) be pleased to state:

(a) the details of demands of the AYUSH products in foreign countries during the last three years;

(b) the details of revenue earned therefrom during the said period;

(c) whether the demand for above products is rising day-by-day in foreign countries and if so, the details thereof;

(d) whether the country can meet this rising demand, if not, the reasons therefor; and

(e) the measures taken/proposed to be taken to meet this demand in future?

Answer

ANSWER
THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYURVEDA,
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
(SHRI SHRIPAD YESSO NAIK)
(a) to (c): India exports AYUSH products including extracts of medicinal herbs to about 100 countries, as Ayurveda medicines to a few countries and as dietary supplements, nutraceuticals and herbal supplements to the other countries. Details of revenue earned from AYUSH exports and value added extracts of medicinal. Her bs (Eight digit HS code) during the last three years are as follows:
Year AYUSH Products Value added extracts of medicinal herbs Total
2014-15 116.52 236.41 352.93
2015-16 108.76 249.84 358.60
2016-17 123.42 280.17 403.59
US$ in Million

Contdâ€¦â€¦..

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As is evident from Table above, the demand for AYUSH products is gradually increasing in foreign countries.
d) & (e): Notwithstanding, the fact of gradual growth, to further increase the pace of export, the Ministry of AYUSH offers incentives to the AYUSH industry under its Central Sector Scheme for International Cooperation (i) to get market authorization/ registration for their product(s) at regulatory bodies of different countries such as USFDA/EMEA/UK-MHRA/ NHPD/ TGA etc. to enhance their exports (ii) for participation in international exhibitions, trade fairs, road shows etc. to create awareness about the efficacy of their products.
In addition to the above, for facilitating exports, Ministry of AYUSH encourages following certifications of AYUSH products as per details below:-
(i) Voluntary Quality Certification of Pharmaceutical Products (CoPP) under WHO Guidelines
(ii) Quality Certifications Scheme implemented by the Quality Council of India (QCI) for grant of AYUSH Premium mark to Ayurvedic, Siddha and Unani products on the basis of third party evaluation of quality in accordance with the status of compliance to international standards.
Besides, Department of Commerce, Ministry of Commerce and Industry provides support for enhancing export of traditional medicines through Pharmexcil by giving opportunity to small and medium scale companies for facilitating business meetings and also providing a global platform to showcase their products. Pharmexcil organises Buyer-Sellers and Reverse Buyer-Sellers Meets focused on AYUSH and AYUSH related products.

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